

UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES



A STUDY ON SERVICE QUALITY AND STUDENTS'  
SATISFACTION AT PERPUSTAKAAN SULTANAH  
BAHIYAH, UNIVERSITI UTARA MALAYSIA (UUM)

NOR SYAKIROH BINTI ISMAIL  
2016437184

SITI SHAKINAH BINTI ABU MASOR  
2016437206

JULY 2018

## ABSTRACT

Student satisfaction is an important aspect for the successfulness of academic library services. The purpose of this study is to examine the relationship between service quality and students' satisfaction. In addition, service quality dimension is one of the dimensions that contribute to students' satisfaction at academic library. Service quality includes reliability, assurance, tangibility, empathy and responsiveness. A survey was conducted at Perpustakaan Sultanah Bahiyah, Universiti Utara Malaysia (UUM). The data were collected using a self-administered questionnaire from 377 respondents using a stratified sampling technique. However only 279 responses with 74% response rate were deemed suitable for further analysis. The result of this study indicates that there is high level of students' satisfaction at PSB (UUM) and reliability is the most influential factor that contribute to students' satisfaction at PSB (UUM). This study reveals that all hypothesis on service quality dimensions listed were accepted.

*Keywords: Students' Satisfaction, Service Quality Dimension, Reliability, Assurance, Tangibility, Empathy, Responsiveness, Perpustakaan Sultanah Bahiyah, Universiti Utara Malaysia (UUM)*

## **TABLE OF CONTENT**

<b>DECLARATION</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>TABLE OF CONTENT</b>	<b>iv-v</b>
<b>LIST OF TABLE</b>	<b>vi</b>
<b>LIST OF FIGURE</b>	<b>vii</b>
<b>LIST OF ABBREVIATION</b>	<b>viii</b>

<b>CHAPTER I</b>	<b>INTRODUCTION</b>	
1.1	Introduction	1
1.2	Background of Study	1-3
1.3	Problem Statement	3-4
1.4	Research Questions	4
1.5	Research Objectives	5
1.6	Scope of the Study	5
1.7	Significance of the Study	6
1.8	Definition of Terms	6-12
1.9	Conclusion	12

<b>CHAPTER II</b>	<b>STUDENTS' SATISFACTION &amp; SERVICE QUALITY DIMENSIONS</b>	
2.1	Introduction	13
2.2	Students' Satisfaction in Academic Library	13-17
2.3	SERVQUAL Model	17-22
2.4	Other Factors that Contributes to Students Satisfaction	22-23
2.5	Factors that Contribute to Students Satisfaction	24-39

2.6	Conceptual Framework	40-44
2.7	Hypothesis	44
2.8	Conclusion	45
<b>CHAPTER III</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Introduction	46
3.2	Research Methodology and Research Design	46-49
3.3	Population and Sample Size	49-50
3.4	Sampling Technique	50-53
3.5	Unit of Analysis	53-54
3.6	Measurement	54-61
3.7	Data Collection Method	62-66
3.8	Data Analysis	66-71
3.9	Conclusion	71
<b>CHAPTER IV</b>	<b>RESEARCH FINDINGS</b>	
4.1	Introduction	72
4.2	Demographic of Respondents	72-76
4.3	Research Findings	76-86
4.4	Conclusion	86
<b>CHAPTER V</b>	<b>DISCUSSION AND CONCLUSION</b>	
5.1	Introduction	87
5.2	Evaluation Findings	87-98
5.3	Limitation of Study	98
5.4	Recommendations	98-100
5.5	Conclusion	100
<b>REFERENCES</b>		

## LIST OF TABLE

Table 3.1(a)	Sample Size for a Given Population Size	50
Table 3.1(b)	Calculation for Sample Size Percentage	50
Table 3.2(a)	Calculation of $n^h$ Element of Systematic	52
Table 3.2(b)	Number of Sample in the Population for Each Faculty	53
Table 3.3(a)	Likert Scale Table	56
Table 3.3(b)	Measurement	57-61
Table 3.4 (a)	Systematical Techniques in Data Analysis	67
Table 3.4(b)	Cronbach Coefficient Alpha Value	67
Table 3.4(c)	Summarize of the Strengths of Relationship	69
Table 3.5	Cronbach Coefficient Alpha Value for Every Variable	70
Table 4.1	Demographic Information for the Respondent	73-74
Table 4.2	Mean Value of Student Satisfaction	76-77
Table 4.3(a)	Correlation between Reliability and Students' Satisfaction at PSB (UUM)	78
Table 4.3 (b)	Correlation between Assurance and Students' Satisfaction at PSB (UUM)	79
Table 4.3 (c)	Correlation between Tangibility and Students' Satisfaction at PSB (UUM)	80
Table 4.3 (d)	Correlation between Empathy and Students' Satisfaction at PSB (UUM)	81
Table 4.3 (e)	Correlation between Responsiveness and Students' Satisfaction at PSB (UUM)	82
Table 4.4(a)	Model Summary of Multiple Regression Analysis	84
Table 4.4 (b)	ANOVA	85
Table 4.4 (c)	Coefficient	85